

# Computers In Business

## **SECTION 5**

### Marketing Activities

Marketing Terminology  
Standard 0000-05  
Objective 0501 & 0502 & 0503

OVERVIEW: The students will learn basic marketing terminology

ACTIVITIES:

- The teacher will discuss the marketing terminology on the following page asking for students to give examples of each during the discussion.
- Students will make flash cards with the words on one side and definitions on the other side.
- Using the flash cards, students will quiz each other until each student can remember the definition for each term.
- EXTRA IDEAS:
  - Play jeopardy using the terms and definitions.
  - Play bingo by placing the terms on the card and calling out the definitions.

# MARKETING TERMINOLOGY

<b>Target Market:</b>	Clearly identified group of consumers with needs that the business wants to satisfy.
<b>Market Research:</b>	The gathering of information that businesses can use to determine what kinds of goods or services to produce.
<b>Advertising:</b>	Paid promotion used to promote products and services as well as to generate ideas and educate the public.
<b>4 P's of Marketing:</b>	A combination of marketing elements designed to meet the needs of a target market. The four elements are product, place, price, and promotion. The 4 P's of Marketing are also known as the Marketing Mix.
<b>Product:</b>	Anything offered to the target market to satisfy needs including physical products and services.
<b>Place:</b>	The locations where products are sold and the ways they are made available to customers.
<b>Price:</b>	What customers pay and the method of payment.
<b>Promotion:</b>	The methods and information communicated to customers to encourage purchases and increase their satisfaction.
<b>Consumer Motivations:</b>	Forces that cause consumers to act including the desire to fulfill their needs and wants.
<b>Rational Motives:</b>	A reason for consumers to buy a product/service based on facts or logic.
<b>Emotional Motives:</b>	A reason for consumers to buy a product/service based on feelings or attitudes.
<b>Patronage Motives:</b>	A reason for consumers to buy a product/service based on a desire to be loyal and a feeling of comfort with that product/service.
<b>Slogan:</b>	A catchy phrase that helps consumers identify a product/service.
<b>Logo:</b>	Symbol of the manufacturer or producer of the product/service.

# Advertising Media

## Standard 0000-05

### Objective 0504

OVERVIEW: The students will learn about the different advertising media.

#### ACTIVITIES:

- The teacher will ask students to brainstorm and come up with a list of every form of advertising they can think of. Make sure the following are on the list:
  - Magazines
  - Newspapers
  - Television
  - Direct Mail
  - Radio
  - Internet
  - Billboards
- Have students put together a collection of advertising media. Have them bring three examples of at least six types of advertising medium from home. For the radio and television ads, have them write down the script (as close as they can remember).
- Have the students evaluate each ad using the worksheet on the following page.
- Have the students turn the collection of advertisements in with the completed advertisement evaluation form.

Name \_\_\_\_\_

Period\_\_\_\_\_

## ADVERTISEMENT EVALUATION

[illegible]

# Creating Advertisements

## Standard 0000-05

### Objective 0505

OVERVIEW: The students will create advertisements using at least three different advertising media.

#### ACTIVITIES:

- Using the computer, have students create at least three different advertisements using different advertising media.
- Have the students create a logo and slogan for each advertisement.
- Ideas for the advertisements:
  - Write a television commercial advertising the World Series.
  - Write a radio commercial advertising take out food at a local restaurant.
  - Create a billboard for SADD, Students Against Driving Drunk.
  - Create an advertisement pop-up for the Internet advertising computer upgrades.
  - Create a magazine advertisement for a brand of clothing.
  - Create a newspaper advertisement for a new subdivision of homes.
  - Create a direct mail advertisement for oil change and tire rotation service.
- Have students print out each advertisement and share them with the class.